

INTERVIEW WITH ELENA GERGANOVA – COMMERCIAL DIRECTOR OF GIMEL



1W: Would you describe the activities and philosophy of GIMEL?

Our bio-farms began production based on biological agricultural methods in the year 2000. We have greenhouse complexes and open areas where we can produce cucumbers, tomatoes and cherry tomatoes all year round. Our spring and summer programmes are enriched with an even greater range of bio-products such as spinach, lettuce, watermelons, peppers, green beans and fresh herbs. We possess the most prestigious certificates and fulfil the requirements of the highest European standards. Our most recent achievement is getting IFS Food standard (International Featured Standard) certification. This is the highest standard for food products and guarantees safety, transparency and quality throughout the entire chain - from field to shop shelf. When we began one of our consultants told us that if we don't feel it in our souls and hearts, we would never achieve success in bio-farming. And that is how it happened – there is not a single person in our Company who is not proud of being part of the Gimel Organic project. It is true that we are driven by financial results but our motivation has added value - the satisfaction that we have contributed to the good health of people, which we are providing with real, healthy food which every mother can offer to

her family. This led to our idea to organise a campaign - "Good health for our children". It sounds populist but for us it is a cause to which we are committed. We give lectures, meet children in kindergartens and hold competitions. We want to attract more and more young people to the idea of healthy eating. It's not just a fashion, it's a necessity. Bio-products are exceptionally beneficial for good health and they are grown in harmony with nature, without detriment to the biological cycles and without polluting the environment. That is our philosophy – clean food and a clean environment. You will come across our slogan very frequently - "BIO-vegetables with a clean BIO-graphy". We adopted this message to try and achieve better recognition for our products with their proven origin and which have passed so many tests in their ten year history.

1W Where can GIMEL products be found?

We are very careful in our choice of places where our produce is on offer. In Bulgaria we sell our produce through the most reputable supermarkets and specialized shops for bio-products. No-one can buy from us, before we have agreed beforehand the conditions under which the products are sold, and entered into a contract. The same rules apply to our European

partners with whom we have been working for many years. We have been supplying produce to the German chain, ReWe, since the very beginning. Our BIO-vegetables are on sale not only in Germany, but in the elite shops of Holland, Scandinavia, England and the Czech Republic.

1W Healthy eating is probably more expensive and not many people can afford it. Based on the export of your bio-produce to European and Scandinavian Countries, do you have any impression of the sort of clientele who buy your goods?

In Bulgaria our consumers are mainly young or middle-aged people who live in towns and are committed to a healthy way of life. They are well-informed about the origin of foods and are concerned about the environment. An increasing number of families with small children are choosing bio-products. As far as consumers of bio-foods in Europe are concerned, it isn't really possible to define a profile of the consumer, since they are not from a particular segment. Bio-products are bought by people who have realized that this is the right direction. We are convinced that very soon the bio-stands in our shops will be bigger and bio-products will become more and more sought after.

GIMEL ORGANIC

BIOvegetables with clean BIOgraphy

- a healthy diet
- no artificial additives
- with vitamins and antioxidants in pure form
- a real, natural product grown in a Bulgarian organic farm

www.gimel.bg